

Creating and Nurturing Public/Public Partnerships

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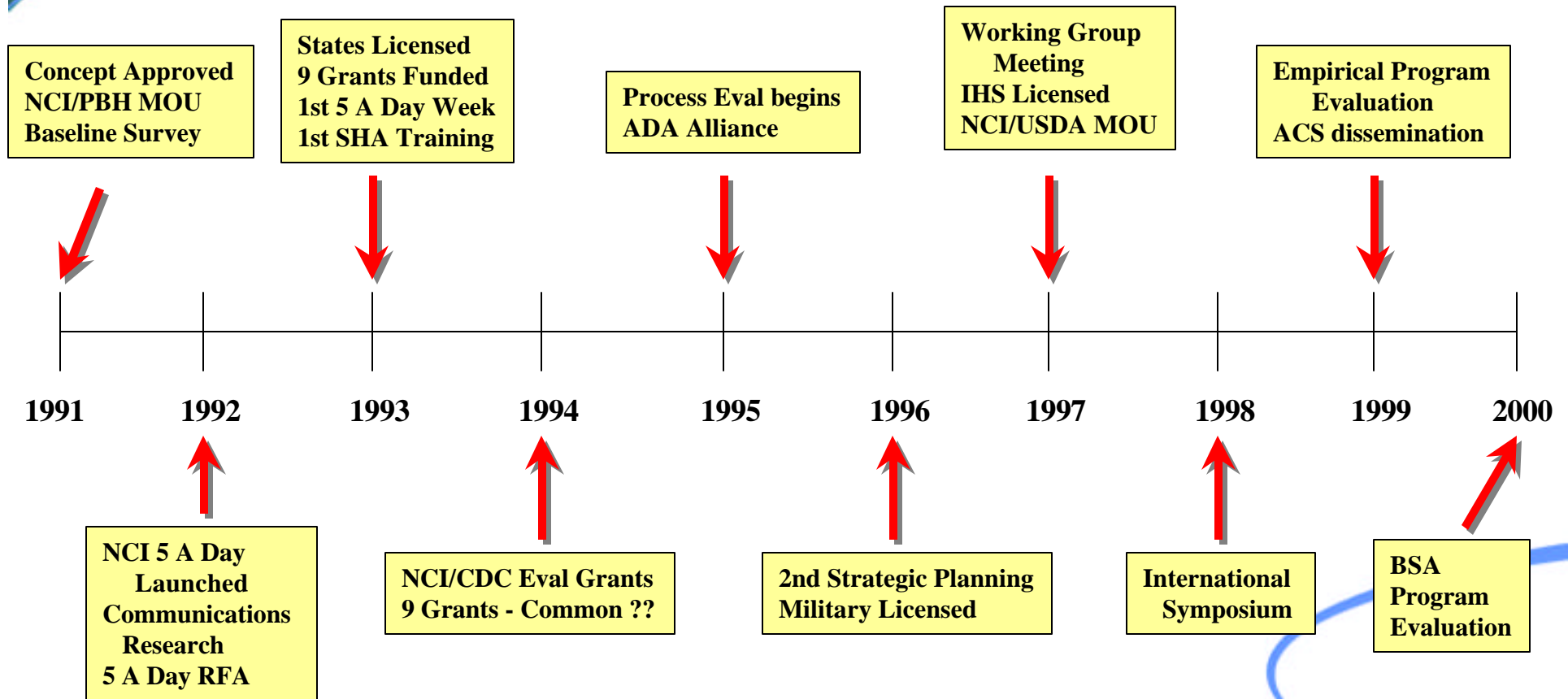
U.S. National Cancer Institute



5 A Day Program



Timeline



National 5 A Day Program

Goal:

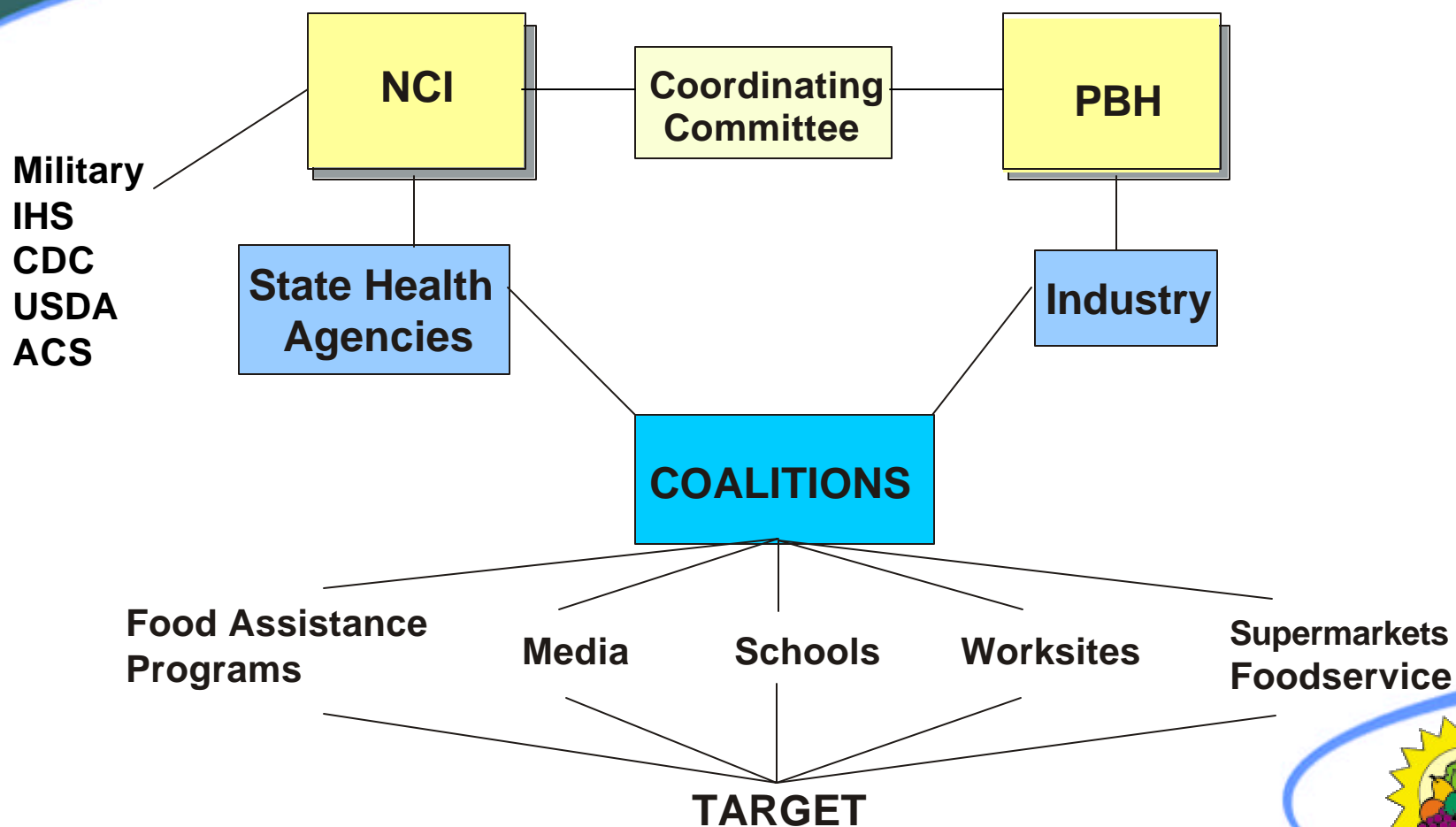
- **To increase consumption of fruits and vegetables to an average of 5 or more servings daily**

Objectives:

- **To increase public awareness of the importance of eating 5 or more servings of f/v every day for better health; and**
- **To provide consumers specific information about how to include more servings of f/v into daily eating patterns**



U.S. 5 A Day MODEL



NCI Roles

- **Serves as a central health authority**
- **Funds research & disseminates research findings**
- **Coordinates the campaign with industry & states**
- **Develops and implements media campaign**
- **Conducts program evaluation**



Industry Roles

- **Performs public relations & media functions**
- **Create 5 A Day awareness in communities**
- **Raises funds**
- **Implements point-of-purchase programs**
- **Provides delivery systems for messages**
- **Advocacy**



State Health Agency Roles

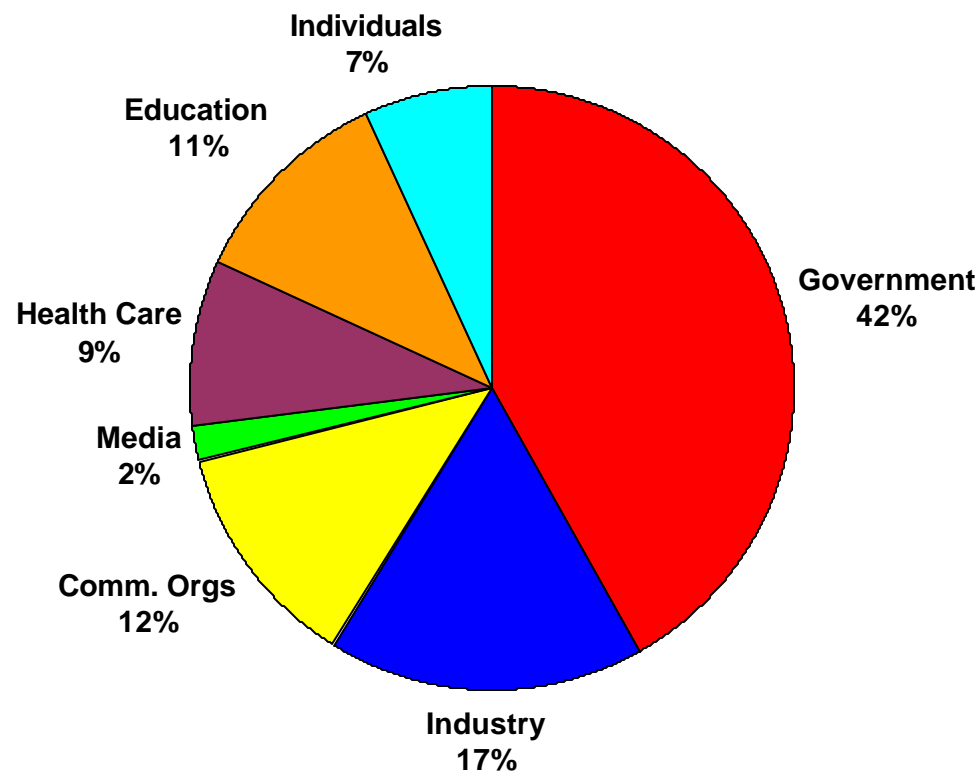
- **Serve as state/local health authorities**
- **Provide local placement of mass media**
- **Develop coalitions with industry**
- **Develop and implement community interventions**
- **Advocacy**



State Partners



State Coalition Membership



National Public Partner Roles

- **Partner at National and State/Regional level**
- **Implement 5 A Day message into nutrition programming**
- **Diffuse 5 A Day through agency networks**
- **Target specific population groups**
- **Research & Evaluation Collaboration**
- **Communication/Media Collaboration**



5 A Day collaboration: Centers for Disease Control & Prevention

- **Interagency Agreement to administer state implementation and evaluation grants**
- **Monthly 5 A Day conference call with state coordinators & community partners**
- **State Coordinator training workshops**
- **Co-fund print materials**
- **Interactive 5 A Day & Physical Activity Web page**



5 A Day Collaboration: American Cancer Society (ACS)

- **ACS chapters participate on 23 state coalitions**
- **ACS partnered with 5 A Day research grants**
- **Current 5 A Day dissemination project in African American Churches**
- **Advocacy efforts**



5 A Day Collaboration: U.S. Department of Agriculture

- **5 A Day materials developed and disseminated through USDA programs, such as:**
 - **Team Nutrition and School Meals Initiative**
 - Special Supplemental Nutrition Program for Women, Infants, and Children**
 - **Commodity Supplemental Food Program**
 - **Child and Adult Care Food Program**
 - **Cooperative Extension**
 - **State Network Educational Grants**



5 A Day Collaboration: Department of Defense Health Promotion

- **5 A Day Food-service Training**
- **5 A Day Health Promotion programs in Air Force, Army, Navy, Marines, Coast Guard)**
- **Communications - Graham Kerr TV and radio spots on Soldier's Radio and TV**
- **Defense Commissary Agency licensed by PBH**



Lessons Learned

- **Consider the mission of each potential public partner**
- **Create a sufficiently broad vision**
- **Add partners sequentially**
- **Target appropriate level in agency hierarchy**
 - Policy or funding decisions need high level clearance
- **Be attuned to the political atmosphere**
- **Advocacy efforts important**
- **Adequate staff**
- **Need a point person in each agency for strategic planning**



Lessons Learned: Future

- **5 A Day Steering Committee**
- **Greater involvement of key agencies**
- **Potential New Players: Department of Education, Health Care Finance Administration**
- **Strategic Planning**

